



LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



Draw a mental picture of all you would like your motor car to be and all things you would like your motor car to do.

We believe you will find that the Cadillac Eight will come nearer to meeting your ideal than any other car in the world.

CADILLAC COMPANY OF OGDEN

Opposite Reed Hotel.
Twenty-fifth Street.

Cadillac and Oakland
Motor Cars

A BIGGER BUSINESS: KING 8'S BETTER HOME

"We have been in business only a short time," stated Manager C. A. Knowlden of the Ogdens King's Auto company today, "but the business is flatter. In fact, we have sold more than our allotment and were placed under the necessity of 'borrowing' a car to fill an order from a customer. It was only six weeks ago that we introduced the King 8 and our business has grown so rapidly that it is now necessary for us to get a new home."

Mr. Knowlden stated further that arrangements are being made to move from Twenty-fifth street quarters to more commodious quarters. The exact time of the move is not yet known, but it will be in the near future. The manager states that during the year 1915 King's cars were sold in the state and that an innumerable number have been sold in the United States. Headquarters for the company are at Detroit, Mich., and a branch house for building the car has been established in Salt Lake.

FATHER'S FIRST LITTLE CAR

"A MERRY OLDSMOBILE."
(By F. L. Battles.)

In the year of Our Lord, 1903, a country doctor purchased a runabout, one of those curved dash machines that were so common at that time. He secured it second hand. I believe it belonged to the vintage of 1901.

We will never forget the day that father drove it home from the neighboring city of Erie. He turned the corner and swung into the yard in fine style, marred only by the slight accident of spilling overboard a five-gallon can of cylinder oil.

The first few weeks were ones of undiluted pleasure. Our knowledge of machines and their operation was vague. We wondered what made the automobile rear up on its hind legs every time we started out. And quite frequently we stalled the engine. One day father made this startling discovery: We were pulling right through low gear and throwing it into high.

\$100.00 Reward



We will pay \$100 in cash to any person proving that we ever charged for our "Free Service," or that we ever charged more for goods delivered on the road than the regular price charged in our store. How do we make it pay?

That's Our Business

WHITE MEN--WHITE CAR SERVICE

PHONE 7

They operate at our expense--NO TIPS

PHONE 8

If you buy Quaker Tires you buy the only tire that is distributed from Ogden--all other tires make their headquarters in Salt Lake.

PATRONIZE HOME INDUSTRY

THE POWER OF A FIVE SPOT

(By Robert Blue.)

The Automobile Blue Book Publishing Company entered a car in the New York-Atlanta endurance run of 1909. H. N. Van Sickle, Sr., of Chicago driving, with E. R. Mixer as passenger. Time lost by tire trouble in the far South having put them considerably behind, some time was being made up by rather fast driving. Approaching the top of a stiff grade at a good clip, a mule attached to a light wagon which contained a negro man, his wife and their daughter came into view.

At the sight of the car the mule swung completely around in the shafts and turned the wagon upside down in order to make a hurried exit for himself, which resulted in one front wheel being completely demolished. The old folks jumped clear of the wagon. The mule immediately started down the further grade with the young negroess shouting at the top of her voice, and the valve gradually burying itself deeper in the road. After this sort of pace was kept up for a quarter mile, the wagon axle struck an embankment. Immediately the daughter climbed to

the top of the embankment and with both hands to the sky started in one of the real colored appeals for protection.

Van Sickle drove up and handed the man a \$5 note, which instantly soothed all his ruffled feelings. By this time the wife was trudging up, full of anger, and without tirade. This was too much for the negro who, rising to his full height and conscious of his authority, cut her off short with, "Shut up. I've got five dollars."

As the Blue Book car resumed its journey, the three were seen picking up their scattered belongings, apparently contented.

DANISH LUTHERANS HEAR REPORTS

Harian, Iowa, June 17.—There were fully 4,000 people here early today for the first but last day of the national convention of the Danish Evangelical Lutheran church. In the United States, it was shown by reports read today, there are 192 church organizations. The national organization of which the principal unit is the congregation, is governed by a board of trustees.

The church maintains a sanitarium and deacons' home at Brush, Colorado; an orphan's home at Elk Horn, Iowa; and colleges at different points. The convention closes Sunday night.



To arrive at the "life expectancy" of Quaker Tires, a lot of letters from Quaker Tire users, selected at random, was turned over to an accountant to examine and average the mileage reported. The results follow:

Fifteen makes of cars, equipped with practically all sizes of Quaker Tires, in use in 14 States, showed an average mileage of 10,629 miles.

The mileage delivered by Quaker Tires, in characteristic cases, where two or more tires were used on the same car, follows:

Respective mileage, 3 tires, 14,000, 12,085, 13,000; 4 tires, 10,183, 10,281, 10,213, 11,000; 4 tires, 11,000 each (still in use); 4 tires, 9000 each (still in use); 2 tires, 12,500 (still in use), 12,500; 2 tires, 8200, 7387 (still in use); 2 tires, 7000 each (still in use); 2 tires, 11,227 each (still in use); 2 tires, 14,000 each (still in use).

Of course, there are reasons for such service as Quaker Tires render; one reason is the sturdy construction, with full measure of materials; another reason is the way the rubber is treated—our secret and exclusive process of tempering.

Tempering tones some of the natural properties of high-grade crude rubber and develops certain latent properties, with the result that there is secured a perfect balance of hardness, toughness, elasticity, resiliency and tensile strength, affording maximum shock-absorption and greatly increased durability.

QUAKER MULTI-TUBE is a marvel of elasticity and tensile strength, due to the tempering of the rubber.

A snappy booklet—"5000 PLUS," by Garrett Bonfield—will point the way to tire satisfaction and savings. Ask the local Quaker Dealer for a copy, or write direct to the Factory.

GEORGE A. LOWE COMPANY, Inc.
Ogden, Utah.

No wonder the little bus rebelled. "The Merry Oldsmobile" was a used car. Consequently the tires soon began to wear out. The doctor's son, also the humble historian of this tale, was unanimously elected general utility and repair man. How the street car men would laugh and toot the whistle as they sped past. What was wrong this time? Was it a blow out? Perhaps the carburetor needed adjusting, or was it the ignition system? Those were the days of dry batteries, coils, and vibrators. The magic word, magneto has banished forever those pests.

Father's practice extended over a wide area of the surrounding country. It was for this reason that he had invested in the machine. "So simple to operate, so economical in upkeep, nothing to watch but the road." And such a quick method of getting from place to place. Why he had even thought of dispensing with the horse. Advertisements at that time read something like this: "The horse eats his head off seven days in the week, while the car costs only when you use it." Yes, but it COST when you used it.

Well, after several frenzied cranking bouts with the eccentric engine, he decided to keep the horse, at least for a little while.

In the early days we had great faith in the little machine. We wanted to tour—see the world, you know. "Let's run over to Chautauqua Lake," father said one evening. Four o'clock the next morning all hands were ready for the road. A buggy cushion on behind furnished a seat for the third passenger. It is true it did not ride like a twin six Packard. "We can take turns on behind," all agreed. Well, by the time we reached Westfield father was all in.

From Westfield to Chautauqua are 8 1/2 miles of hills. Up, up, ever up; every foot of the way up. We wisely decided not to attempt it. When the time came to return home father said, "I'm going home on the street car." The continual jar had been too much for him. The old machine seemed to be alive and anxious to get home. Down one hill we would madly rush and sail up the next on high. Mother really became frightened. But that 70-mile drive was the last straw that broke the camel's back. Two miles from home a front tire blew up with a report like a cannon.

This was the beginning of the end. Broken engine shafts, three of them; also broken chains. One day a steering knuckle let go, precipitating mother and father into a ditch. Fortunately for them that it was filled with muddy water. No bones broken, only badly frightened. And the repair bills were terrible to contemplate. To cap the climax, one night water froze in the water jacket; result, cracked cylinder. The worm will turn. Even Job rebelled and lost his patience. One evening along about dusk a strange spectacle could be seen crawling along

the country road. A much protesting horse hitched to the extinct automobile bound city-ward on the way to the junk yard. And was that a sneer of derision that I surprised on the horse's face?

No more is that "Merry Oldsmobile's" voice heard, never again will it blow up its tires. Its brave little engine is stilled forever. It has passed to its reward. But it did not live in vain. Dreams do come true. The practical motor car of today stands a supreme example of the genius of man.

BUICK D-45 MODEL OF 1917 IS HERE

With very great delight Wether- spoon & Jost, the automobile dealers on Washington avenue, near Twenty-third street, announce the arrival of the 1917 Buick model D-45. The first carload has arrived and the second will be in the city within the next few days.

The shipments are among the first of 1917 machines and the autoists are greatly pleased with them. They are five-passenger cars of the latest designs, no pains having been spared to use the most recent improvements. The series is of the "light" piston make and for speed and endurance they are said to be unexcelled.

The D-45 model is made especially for use on western roads and it is among the greatest gas economizers known to the auto trade. It is an easy gear and makes difficult places with perfect ease.

GARAGE OPENING NEXT SATURDAY

Manager W. B. Wilson of the Cadillac Company of Ogden is very much disappointed today because of his inability to "move house" and have a grand opening of the new garage on Twenty-fifth street. He states, however, that the opening will be more elaborate a week hence, as the garage will be completed in every detail. "We had made preparations to move to the new quarters today," said Mr. Wilson, "but delays in getting glass and other material for finishing the structure made it practically impossible. It has taken more time to get the painting done than was anticipated."

and it was out of the question to get the turn-table in at this time.

The Cadillac company boasts of one of the finest and best equipped garages in the city, and it is expected that a large crowd will attend the opening next Saturday. An orchestra will attend the function.

A NEW GARAGE FOR UTAH-IDAHO COMPANY

Business has been so thrifty with the Utah-Idaho Motor company that it has become necessary for the company to build a new and enlarged garage. The building has been planned and a number of sites are in view, the expectation being that contracts will be let within a short time and the building erected as early as possible. It will be modern in detail and officers of the company state it will be among the largest and best equipped in the country.

The little Chevrolet "Four-Ninety" roadster, which is handled by the Utah-Idaho company is a great favorite and finds ready sale in this section of the country. It is claimed that the little car "takes to a hill" like "a duck takes to water." It is a very strong machine and is well equipped for the western roads. The company also carries a Chevrolet "Four-Ninety" five-passenger car that is an attractive car.

"SERVICE FIRST" MAN INSPECTS THE TRUCKS

Manager E. F. Malan, of the automobile department of the Goodale-Scoville company, spent part of the week in Ely, Nevada, establishing a sub-agency for the Grant-Six car, the company having the agency for Utah and Nevada, and southern Idaho. The company is doing a good business with the Grant-Six car as well as with other cars in its garage. Something like 100 cars have been sold so far this season.

The new Kissel-Kar 100-point six is now on hand and it is said to be one of the prettiest and best made five-passenger automobiles in the field. The Goodale-Scoville company has the Utah agency for the 1000-pound motor truck offered by the Motor Truck company of Philadelphia, and the "Service First" man, H. S. Campbell, was in Ogden a couple of days this week making a general inspection of the trucks in stock.

London, June 17.—In spite of reduced attendances at the Scottish league games, the Glasgow Rangers soccer club finished the season with a balance on hand of \$1,155, which enables it to place \$5,000 to reserve fund and pay a dividend to its shareholders of 5 per cent.

